

City of Belleville

Report No: CRCS-2025-01

Meeting Date: February 12, 2025



To: Grant Committee Members

Department: Finance

Staff Contact: Jennifer Knight, Coordinator of Revenue & Customer Service

Subject: City of Belleville Grant Committee

Recommendation:

“THAT the Grant Committee approve the recommendations of the Staff Review Committee as outlined in the Coordinator of Revenue and Customer Service Report No. CRCS-2025-01, City of Belleville Grant Committee.”

Strategic Plan Alignment:

Tourism and Waterfront Revitalization: Promote and support the development of attractions, events, facilities and services that will draw visitors to the community.

Culture and Recreation

Background:

At the November 13, 2024 Council meeting Council approved the revised Grant Policy and guidelines for the new Community Impact and Tourism Grant programs. The Policy was updated to align with the new programs and guidelines being recommended and to continue to provide an equitable process for the review and approval of requests for monetary grants, and grants of municipal resources.

The Community Impact program focuses on providing funding in a fair and equitable manner to organizations, groups and events that promote the well-being and growth of the community. The maximum grant allocation under this program has been established at a total of \$10,000 (In Financial Assistance and/ or In-Kind Services).

The Tourism program focuses on annual, one-time funding to support events that draw visitors from outside of the City to Belleville, provide local entertainment, promote new spending and overnight stays in the City of Belleville. Tourism events will fill a void in the City’s event calendar and will provide activities that meet current tourism market demand. The grants will support the realization of the City’s strategic goals by supporting community-based partners on

a priority basis and in a fair and equitable manner. The maximum grant allocation under this program has been established at a total of \$10,000.

Evaluation criteria and scoring are outlined in the approved guidelines and are available on the City's website. Additionally, the Policy outlines evaluation assessment to include the availability of the requested resource, potential financial impact to the municipality, contribution to the well-being of members of the community, recognition of a worthwhile program/cause, overall community impact, and any other criteria deemed suitable by the Grant Committee.

This is the first intake for the Community Impact program and the recommended funding allocated represents approximately \$43,300 or 50% of the available funding for this program (\$90,000). It should be noted that a pre-approval in the amount of \$3,500 has already been made in this program.

This is also the first intake for the Tourism grant program and the recommended funding allocated represents approximately \$64,000 or 50% of the available 2025 funding (pending budget approval) for this program (\$139,900). Preapproval for a two 2025 events were also approved in 2024 at a total of \$12,000.

Financial/Analysis:

The following group/organizations submitted proposals outlining the details of their requests. The Staff Review Committee met to review the requests using the prescribed template and provide recommendations for the following submissions.

Community Impact Grant Applications

6.1 Gift from the Heart - Bridging the Gaps in Dental Care

Date: 2025

Request:

Financial Assistance: \$10,000

- To hire a Dental Program Coordinator/ Dental Assistant

6.2 Plainfield Cemetery - 2025 Maintenance

Date: 2025

Request:

Financial Assistance: \$1,000

- To assist with the cost of lawn cutting

6.3 Connie Carson - Facades on Front book

Date: Spring 2025

Request

Financial Assistance: \$10,000

- To assist with research, editing, photography, printing, etc. of Facades On Front book

6.4 Adopt-a-Child/ Keep Kids Warm - 2025 Program

Date: September 1, 2025

Request:

Financial Assistance: \$5,000

- To purchase boots and snowsuits

6.5 Belleville & District Shrine Club - Rameses Spring Ceremonial

Date: June 12 - 15, 2025

Request:

Use of Municipally Owned Facility:

- Waive rental fees at QSWC
- Waive rental fees of cenotaph

Municipal Staff Support:

- Waive fees for set up costs

Use of Municipally Owned Equipment/ Materials:

- Tables, chairs, fencing

Waive licensing fees

Waive insurance cost

(This represents a municipal resource cost in the amount of \$9,666.90)

6.6 Volunteer Information HPE - Dancing with the Stars Quinte

Date: May 30, 2025

Request:

Financial Assistance: \$4,500

- To cover the cost of the venue rental

6.7 International Women's Day Committee - International Women's Day

Date: March 8, 2025

Request:

Financial Assistance: \$1,500

- To cover the cost of food, plates, napkins, water, drinks, printing, ASL interpreter, miscellaneous items

6.8 Probus Club of Belleville - Summer Monthly Meetings

Date: July 4th, August 14th & 28th, 2025

Request: \$769

Use of Municipally Owned Facility:

- Waive rental fees for Lions Pavillion

(This represents a municipal resource cost in the amount of \$350)

6.9 CFUW Belleville & District - Town & Country Garden Tour

Date: June 21, 2025

Request:

Financial Assistance: \$2,500

- To assist with printing of tickets & posters, insurance, roadside signs, food & drinks, postage, thank you acknowledgements

6.10 Watch Tower Bible and Tract Society of Canada - 2025 "Pure Worship" Convention of Jehovah's Witnesses

Date: July 4 - 6, 2025

Request:

Financial Assistance: \$5,000

- To assist with the rental cost of CAA arena

Use of Municipally Owned Facility:

- Waive rental fees for QSWC

(This represents a municipal resource cost to the city in the amount of \$14,260).

6.11 City of Belleville Pipes and Drums

Date: No set dates

Request:

Financial Assistance: \$5,000

- To maintain, upgrade, replace and add new equipment and instruments for the band, as well as purchase more uniforms

6.12 Ontario Dance Academy - Quinte Youth Theatre

Date: November 2025

Request:

Financial Assistance: \$10,000

-To produce and execute a full-length musical theatre production

6.13 The Children's Foundation - Hastings, Northumberland, PEC - The Guardian Angel Gala

Date: March 1, 2025

Request:

Financial Assistance: \$5,000

- To be put towards the Foundation's "Reach for Success" program that supports youth in furthering their post secondary education

6.14 Belleville Professional Firefighters Association Benevolent Fund - Fire Fighter Toy Drive

Date: December 2025

Request:

Financial Assistance: \$10,000

- To assist with paying rent

6.15 Beautiful View Festival (Hannah Georgas & Sean Sroka) - Music Festival

Date: September 13, 2025

Request:

Financial Assistance: \$10,000

- To pay artists, venue rental, sound & lights rental

6.16 The Willows Flower Farm + Market - Winter at the Willows

Date: November 22-23, 29-30, 2025

Request:

Financial Assistance: \$10,000

- To assist with marketing, radio ads, social media, posters, watershed magazine ad, printed material and signage
- To help with supplies such as Christmas lights, evergreens, decorations, refreshments, firepit, chairs, square register, portable toilets

6.17 Quinte Arts Council - Educational Videos on Equity, Diversity, and Inclusion

Date: Complete by December 2025

Request:

Financial Assistance: \$10,000

- To create and distribute educational videos that address the unique challenges faced by marginalized communities such as the Deaf and LGBTQ2S+ populations
- To help cover cost of production, hiring professionals, securing equipment, and promotion of videos

6.18 Belleville Caribbean Festival Committee - Caribbean Festival

Date: August 15 - 17, 2025

Request:

Financial Assistance: \$10,000

- To assist with hiring local talent, staging, safety measures

Use of Municipally Owned Facility:

- Waive rental fees for Market Square

Use of Municipally Owned Equipment/ Materials:

- Barriers for road closures, fencing, picnic tables, garbage bins, tables, chairs, grey water

Municipal Staff Support

Fire Inspections

Parking

Waive food vendor permit fees

Waive Temporary Noise Permit Fee

(This represents a maximum municipal resource cost to the city in the amount of \$20,185. Amounts may change depending on final location).

6.19 Centre for Workplace Development - Skills in Action: Exploring Careers in Trades and Technology

Date: May 13-14, 2025

Request:

Financial Assistance: \$10,000

- To assist with the cost to bring the Ontario Skills Trades and Tech Truck to Belleville
- To provide food and drinks to students

Use of Municipally Owned Facility:

- Waive rental fees at QSWC

Municipal Staff Support

(This represents a municipal resource cost to the city in the amount of \$976).

6.20 Continuing on in Education - Adaptive Fitness Classes

Date: 2025

Request:

Financial Assistance: \$3,000

Use of Municipally Owned Facility:

- Waive rental fees for meeting room, weight room, and gymnasium at QSWC

(This represents a municipal resource cost to the city in the amount of \$9,600)

6.21 Quinte Cultural Innovation Committee - Our Peace Festival

Date: September 19 - 21, 2025

Request:

Financial Assistance: \$10,000

- To assist with compensation for BIPOC contributors, accessibility enhancements, workshops and programming, training and meals for volunteers, tokens of gratitude, marketing

Use of Municipally Owned Facility:

- Waive rental fees for Zwick's Park
- Waive rental fees for Market Square

Use of Municipal Equipment/ Materials:

- Chairs, picnic tables, weights for tents, sound system, metal plate, pylons

Municipal Staff Support

(This represents a municipal resource cost in the amount of \$5,259)

Tourism Grant Applications

6.22 Belleville & District Shrine Club - Rameses Spring Ceremonial

Date: June 12 - 15, 2025

Request:

Financial Assistance: \$10,000

- To assist with QSWC rental, rental of cenotaph, set up costs of event, licensing fees, insurance

Use of Municipally Owned Facility:

- Waive fees of QSWC, Cenotaph

Use of Municipally Owned Equipment/ Materials:

- Tables, chairs, fencing, sound system

Municipal Staff Support:

- Cut grass, lay wreath

(This represents a municipal resource cost to the city in the amount of \$9,667).

6.23 Zeke Agency - Endless Summer

Date: June 13-14, 2025

Request:

Financial Assistance: \$10,000

- To assist with marketing and outreach campaigns to attract more spectators to the event by expanding advertising, social media with paid ads, athlete spotlights, radio ads, contest giveaways

- To invest in large video screens at event for real-time action and replays

6.24 The Belleville Yardsale

Date: July 19, 2025

Request:

Financial Assistance: \$10,000

- To assist event promotion with radio ads, lawn signs, flyers, posters, billboards (both inside and outside city limits), a one month social media campaign
- To rent portable toilets, water stations

6.25 African Arts Institute - African and the World Concert

Date: February 14, 2026

Request:

Financial Assistance: \$10,000

- To pay artist fees for performers and workshop leaders and fee to organizer

6.26 Quinte Fishing Series - 2025 Fishing Series

Date: May 25, June 22, July 6 & 26, August 16, September 13 & 14, 2025

Request:

Use of Municipally Owned Facility:

- Waive rental fees for South George Street Boat Launch

(This represents a municipal resource cost to the city in the amount of \$2,100).

6.27 Beautiful View - Music Concert

Date: September 13, 2025

Request:

Financial Assistance: \$10,000

- To assist with the cost of sound, lighting, venue rental, musicians, artists, staffing such as volunteer management, ticketing, event marketing, social media management, graphic design (posters, event social media images), insurance, supplies, artist riders, meal buyouts, decor, tickets, wristbands, staff ID)

6.28 OSD - SJW Alumni Association - Book To Transform the Reflection: OSD - SJW's 155th Anniversary Reunion

Date: August 1 - 3, 2025

Request: \$10,000

- To help with the cost of the venue rental, interpreting fees, performer fees

Use of Municipally Owned Facility:

- Waive rental fees for QSWC

(This represents a municipal resource cost to the city in the amount of \$8,300.50)

6.29 Belleville Flatwater Racing Club Inc. - Belleville Dragon Boat Festival

Date: August 23, 2025

Request:

Financial Assistance: \$2,100

- To purchase medals for award ceremonies, sound system rental, carnations for survivors ceremony, tent rental, portable toilets

Use of Municipally Owned Facility:

- Waive rental fee for Victoria Park green space including washrooms

Use of Municipally Owned Equipment/ Materials:

- Garbage bins, sand

- Waive rental fees for Quench Buggy

(This represents a municipal resource cost to the city in the amount of \$511).

6.30 Belleville Caribbean Festival Committee - Belleville Caribbean Festival

Date: August 15 - 17, 2025

Request:

Financial Assistance: \$10,000

- To help cover permit costs, staging, marketing, hire local talent

Use of Municipally Owned Facility:

- Waive rental fees for Market Square

Use of Municipally Owned Equipment/ Materials:

- Barriers for road closures, fencing, picnic tables, garbage bins, tables, chairs, grey water

Municipal Staff Support

Fire Inspections

Parking

Waive food vendor permit fees

Waive Temporary Noise Permit Fee

(This represents a maximum municipal resource cost to the city in the amount of \$20,185. Amounts may change depending on final location).

6.31 Dan Douglas/Jazzilicious Event - (JAM) Jazz Appreciation Month

Date: April 3 & 4, 10 & 11, 17 & 18, 24 & 25, 2025

Request:

Financial Assistance: \$10,000

- To assist participating venues and paying musicians

6.32 Quinte Arts Council - Belleville Arts Festival

Date: September & October 2025

Request:

Financial Assistance: \$10,000

- To assist with insurance, fees for local artists, performers, guest speakers, sound system, lighting, staging, venue rental, supplies for workshops, educational sessions, administrative costs

6.33 The Nikki Clarke Show - The Sweet and Spicy Festival

Date: July 18 - 20 or August 8 - 10, 2025

Request:

Financial Assistance: \$10,000

- To assist with marketing and promotion, vendor and performer fees, volunteer support, accessibility, insurance, permits, and contingency costs

Use of Municipally Owned Facility:

- Waive rental fees for Zwick's Park

Use of Municipally Owned Equipment/ Materials:

- Water and hydro access, signage, garbage and recycling bins, barricades, traffic management materials, audio equipment

(This represents a municipal resource cost to the city in the amount of \$7,173)

6.34 The Willows Flower Farm + Market - Winter at the Willows

Date: November 22, 23, 29 & 30, 2025

Request:

Financial Assistance: \$10,000

- To assist with marketing such as radio ads, social media ads, posters, watershed magazine ad, printed materials and signage, Christmas lights, evergreens, decorations, refreshments, firepit, chairs, square register, portable toilets

Use of Municipally Owned Equipment/ Materials:

- Traffic control signs

Recommendation:

THAT the City of Belleville Staff Review Committee recommends the following funding approvals under the Community Impact and Tourism funding application intake #1;

Item #	Applicant	Request	Recommended Funding Approval
<u>Community Impact Grant Applications</u>			
6.1	Gift from the Heart	Financial Assistance: \$10,000	No assistance - Limited funding
6.2	Plainfield Cemetery	Financial Assistance: \$1,000	Financial Assistance: \$750
6.3	Connie Carson	Financial Assistance: \$10,000	Ineligible - applicant is an individual
6.4	Adopt-a-Child/ Keep Kids Warm	Financial Assistance: \$5,000	Financial Assistance: \$2,400
6.5	Belleville & District Shrine Club	In-Kind Services: \$9,667	In-Kind Services: \$4,500
6.6	Volunteer & Information Quinte	Financial Assistance: \$4,500	Financial Assistance: \$4,500
6.7	International Women's Day Committee	Financial Assistance: \$1,500	Financial Assistance: \$750
6.8	Probus Club of Belleville	In-Kind Services: \$769	In-Kind Services: \$350
6.9	CFUW Belleville & District	Financial Assistance: \$2,500	Financial Assistance: \$2,500

6.10	Watch Tower Bible and Tract Society of Canada	Financial Assistance: \$5,000 In-Kind Services: \$14,260	No assistance - Limited funding
6.11	City of Belleville Pipes and Drums	Financial Assistance: \$5,000	No assistance - Limited funding
6.12	Ontario Dance Academy	Financial Assistance: \$10,000	Ineligible - this is a for-profit organization
6.13	The Children's Foundation, serving Hastings, Northumberland and Prince Edward Counties	Financial Assistance: \$5,000	Financial Assistance; \$4,500
6.14	Belleville Professional Firefighters Association Benevolent Fund (i.e. Fire Fighter Toy Drive)	Financial Assistance: \$10,000	Financial Assistance: \$2,400
6.15	Beautiful View Festival (Hannah Georgas & Sean Sroka)	Financial Assistance: \$10,000	Financial Assistance: \$750
6.16	The Willows Flower Farm + Market	Financial Assistance: \$10,000	Ineligible - this is a for-profit business
6.17	Quinte Arts Council	Financial Assistance: \$10,000	Financial Assistance: \$2,400
6.18	Belleville Caribbean Festival Committee	Financial Assistance: \$10,000	Financial Assistance: \$4,500
6.19	Centre for Workforce Development	Financial Assistance: \$10,000 In-Kind Services: \$976	Financial Assistance: \$5,124 In-Kind Services: \$976
6.20	Continuing on in Education	Financial Assistance: \$3,000 In-Kind Services: \$9,600	In-Kind Services: \$4,500
6.21	Quinte Cultural Innovation Committee	Financial Assistance: 10,000 In-Kind Services: \$5,259	In-Kind Services: \$2,400
	Total Requests <i>2025 Requests/Recommendations</i>	\$173,031	\$43,300
	<u>Tourism Grant Applications</u>		
6.22	Belleville & District Shrine Club	Financial Assistance: \$10,000 In-Kind Services: \$9,666.90	In-Kind Services: \$6,000
6.23	Zeke Agency	Financial Assistance: \$10,000	Financial Assistance: \$7,500
6.24	The Belleville Yardsale	Financial Assistance: \$10,000	No assistance - Limited funding

6.25	African Arts Institute	Financial Assistance: \$10,000	Financial Assistance:\$6,000 (pre-approved for 2026)
6.26	Quinte Fishing Series	In-Kind Services: \$2,100.50	In-Kind Services: \$2,100.50
6.27	Beautiful View Festival	Financial Assistance: \$10,000	Financial Assistance: \$9,000
6.28	OSD - SJW Alumni Association	Financial Assistance: \$10,000 In-Kind Services: \$8,300.50	Financial Assistance: \$699.50 In-Kind Services: \$8,300.50
6.29	Belleville Flatwater Racing Club	Financial Assistance: \$2,100 In-Kind Services: \$510.50	Financial Assistance: \$2,100 In-Kind Services: \$510.50
6.30	Belleville Caribbean Festival Committee	Financial Assistance: \$10,000	Financial Assistance: \$6,000 (on condition of proof that committee is eligible)
6.31	Jazzilicious Event	Financial Assistance: \$10,000	Financial Assistance: \$2,000
6.32	Quinte Arts Council	Financial Assistance: \$10,000	Financial Assistance: \$7,500
6.33	The Nikki Clarke Show	Financial Assistance: \$10,000 In-Kind Services: \$7,173.25	In-Kind Services: \$6,000
6.34	The Willows Flower Farm + Market	Financial Assistance: \$10,000	Ineligible - this is a for-profit business
Total Requests			
<i>2025 Requests/Recommendations</i>		<i>\$129,852</i>	<i>\$57,711</i>
<i>2026 Requests/Recommendations</i>		<i>\$ 10,000</i>	<i>\$ 6,000</i>
		<i>\$139,852</i>	<i>\$63,711</i>

Conclusion:

That the Grant Committee approve the Staff Review Committee's recommendations for the submitted requests as outlined above, and forward to Council for final approval.